

# Accessibility Monitoring Impacts Much More Than Just the Accessibility Excellence Team

It's a valuable resource across your organization. Here are some ways different roles can benefit.



## Legal/Compliance

Use the high-level scans to continuously evaluate your company's vulnerability to digital accessibility litigation, and the monitoring to visually demonstrate your efforts to improve accessibility, which could support your defense in a lawsuit.

## Marketing

Why limit your target market to the 80% of the population without a disability? Understanding where errors are preventing website visitors from completing transactions will help improve your marketing efforts, and accessible digital content can mitigate your risk of negative PR from litigation.



## Human Resources

Identifying accessibility barriers for online applications will help you access the entire pool of qualified candidates for openings. ARC Monitoring will also assist in correcting inaccessible internal applications (which employees of all abilities need to perform their jobs).

## C-Suite

High-level dashboards provide a bird's-eye view of overall accessibility and historic progress without bogging you down with granular details.



## Developers

Dig into the nitty-gritty code for remediation or pull back for insights that will allow you to stop accessibility issues at the root of the problem. ARC Monitoring even prioritizes critical issues so you can get the greatest impact for the least effort.

## IT Management

Surface high-impact accessibility user stories into your backlog management.



TPG's ARC Monitoring is an accessibility solution that can be utilized company-wide to have a positive impact on your digital accessibility.

**ARC | Monitoring** 

 **THE PACIELLOGROUP**  
The Accessibility Experts®